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Specializing in a full range of
FUR COATS
We do export Fur remodeling.

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CALGARY, ALTA.
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Dr. E. G. SIMMONDS
M.B.C. (Reg.), L.R.C.P. (Lond.)
PHYSICIAN and SURGEON
General Medical and Surgical
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Brick House 2 doors south
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BARRISTER-AT-LAW
ARROWOOD, ALBERTA

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Estates, Loans, Insurance, Rail, Fire
and Life
INVESTMENTS — FARM LANDS

ROY M. ALLEN
Licensed Auctioneer
and Valuator

Will Sell anything you have
or own
Phone Rural, Milo
CLUNY P. O., ALBERTA

Cattle Notice

ALL CATTLE BRANDED
ON LEFT RIBS ARE THE PRO-
PERTY OF
ALDEN B. SMITH,
GARDEN SPRINGS via
SHOULDICE, — — — ALBERTA

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Sales Conducted any place
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FOUR TERMS
Enquire at Office in Pioneer Motel
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Office phone 3 Residence phone 2

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Undertaking
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MOTOR HEARSE

Artificial wreaths always on
hand. Weather extremes
will not affect these flowers
in any way.

GLEICHEN, ALTA.

TOWN OF GLEICHEN
OFFICE HOURS

9 a.m. to 12:30 p.m. and
2:30 p.m. to 5:30 p.m. Daily

Council meeting second Friday of
each month at 8 p.m.

This office will be close as follows:
Sundays, Statutory Holidays and its
last fortnight of July each year.

— ALSO —
First two legal working days of each
month for meter reading and first two
legal working days following the
fifteen of month for collections, etc.

PETER MACLEAN,
Secretary-Treasurer

**Cattle and Hogs
Shipped Weekly**

I ship hogs once a week. Any per-
son wanting to sell hogs should ad-
vise me two or three days in advance.
Will also look over any cattle offering,
for sale.

O. DESJARDINE,
Phone 55, Gleichen.

A New York man lost \$13,500 in a
billfold made of alligator skin.
That's the skin we'd love to touch.

THE GLEICHEN CALL

W. PARK EVANS, Proprietor

Published every Wednesday in the
Heart of a Wonderful Rich Farm-
ing and Ranching Country.
Subscription, \$2.00 per Year;
Foreign Countries \$2.50.
Advertiser's Rate—Fifty¢ per
Column Inch first insertion; and there-
after one-half rate for subsequent
advertising at 15 cents.
Exchange must be added to all charges.

CURIOUS CUSTOMS

Among the peculiar customs which
have influenced mankind, one of the
most interesting, as well as amusing,
is that system of religious prohibi-
tions known as taboos. This system
attained its fullest and most com-
plete development among the in-
land inhabitants of Polynesia from
Hawaii to New Zealand, but its
traces may be discovered in most
parts of the world, even among civil-
ized people.

The word "taboo" in its ordinary
sense means set apart or sacred, and
the person or things so set apart
were usually designated by kings,
chiefs and priests. A taboo might
be general or special, permanent or
temporary. For example, in Hawaii,
the flesh of hogs, fowls, turtle and
certain kinds of fish were taboo in
favor of gods and men, but were not
to be eaten by women, except in
special cases.

Certain periods of religious cere-
monies were marked by strict ta-
boos, during which all fires and lights
were extinguished. A taboo might
be heinous, no one hatched, no dog
might bark, no pig grunt, no cock
crow. The smallest error caused to
observe the taboo by having their
mouths tied up.

In New Zealand the places where
great chiefs had rested were taboo
or sacred, and fences were placed
around the spots, so that no one
might tread thereon.

It was believed that as a penalty
for the violation of certain taboos
the offender would swell up and die,
but the priests were able to prevent
such dire consequences by perform-
ing certain mystical ceremonies, for
a suitable fee. Violation of a taboo
was often punished by death, or at
least by a sort of judicial robbery,
whereby the unlucky violator was de-
prived of all his property.

There are only a few of the in-
numerable strange customs associ-
ated with taboos and its attendant su-
perstitions. But if we will but look
around us we may discover belied
and customs in vogue today which
are not far removed from those of
the native Polynesians, so far as
rationality is concerned.

BUILDERS VS. DESTROYERS

In every community, and in the na-
tion at large we have builders and
we have destroyers. In between we
have a large class which does nothing
actively in either direction.
It would seem that the less active
element would at least lead its moral

support to the builders, but unfortun-
ately this is not always the case,
particularly when the destroyers by
vigilant clamor and misrepresentation
seek to discredit the constructive
work the builders are trying to do.
The builder is always under fire.
No matter how much he may give
time, money or an effort to the up-
building of his community and state,
the destroyers are on his heels with
a magnifying glass seeking to dis-
cover sinister and selfish motives.
Being incapable of constructive ef-
fort themselves, they must be con-
tent with tearing down.

But the builder does not stop
building on that account. The very
spirit which makes him a builder also
makes him indifferent to attacks
which are as futile as they are un-
just. He knows that in the long
run he will win, regardless of tem-
porary misunderstanding and abuse,
because the knockers will finally
hang themselves if given sufficient
rope.

COMMON PURPOSE

Anthropologists tell us that man in
his early state lived apart with his
own little family, and archeologists
say that the first communities were formed
by confederated families brought to-
gether for a common purpose, pro-
tection against man's natural ene-
mies. Today, man is distinctly a gregar-
ious animal attracted more and
more to community life. And men
still build cities for a common pur-
pose, or common purposes.

Man's greatest enemy is his fellow
man, for fear of fear, disease and the enemies
of society. One goes to the city for
good schools and monumental church

es, paved streets, employment, art,
entertainment, the society of other
men and comforts of life denied the
rural citizen. There is found the
front rank of civilization.
The people of Gleichen have a com-
mon purpose. It is the advance-
ment of the community as a whole.
That which benefits the individual usu-
ally benefits the entire community
and that which benefits the commu-
nity by reason to the benefit of each of
its citizens.

Prosperity and progress comes to
those communities whose citizens have
their eyes upon the larger number of
common purposes. Success crowns
the efforts of the man of purpose, and
the city with a common purpose
works as one man.
"Common purpose" creates new in-
dustries, increases business, minimizes
unemployment, makes cities bet-
ter places in which to live and per-
forms miracles in community better-
ment.

Man's battle cry in all ages: "Damn
myself as I am."

With the Compliments of
the season, I wish to an-
nounce that my office in
connection with the Massey
Haris Agency at Gleichen
will be reopened on or about
Feb. 15, 1929. All enquiries
addressed to me at Gen. De-
livery, Calgary, will be for-
warded.

W. SUTERMEISTER

For an Ideal Winter Vacation Visit the PACIFIC COAST

VANCOUVER - VICTORIA - NEW WESTMINSTER

Low Jan. 1, 3, 5, 10, 15, 17, 22, 29, 31
Excursion Feb. 5 and 7
Fares RETURN LIMIT
April 15, 1929

See the Canadian Rockies
in Winter—Visit
BANFF WINTER CARNIVAL
Feb. 2 to 9

DAILY TWO FINE TRAINS: DAILY
THE UTMOST IN TRAVEL COMFORT
CANADIAN PACIFIC

The Picturesque Way To California Via The Coast

Reconstructs Continent's Oldest Music

DR. HEALEY WILLIAMS

The oldest music hitherto re-
corded on the American continent
has been unearthed and recon-
structed for production at the
forthcoming Sea Music Festival at
Vancouver. These are three
song-dances ascribed to the Indian
Chief Manabutoo by Marc Lescarbot,
but the young lawyer from Paris
who in the year 1581 published an
entertaining account of the life
of the French garrigue at Port
Royal in Nova Scotia. Lescarbot,
an educated man of his time,
was something of a musician, and
wrote down in his notes the me-
lody of songs he heard this
Indian chief sing. The noted
musician appears to have realized
the importance of this notation.
However, in reconstructing a
English version of "L'Ordre de

Ben-Temps," written in French by
Lescarbot de Montigny, J. M. H. was struck
by the fact that the melody of this music
was suggested to Dr. Healey
Williams by the French garrigue
of Music, that he should ar-
range it for modern production.
To an Indian, the melody is only
half the music, and the problem
was to discover the original
rhythm. Fortunately after an ex-
haustive study, Dr. Williams
was able to find the original
tribal music of the Melancton
Indians, who are descendants of
three traditional dance rhythms
which exactly fit the melodic line
of the notes recorded by the
French historian of three hundred
years ago. In this manner three

delicious song-dances have been
reconstructed and have been in-
corporated in the ballad opera
"The Order of Good Cheer," which
will be produced on January 25th
at Vancouver. Healey Williams
is one of the few Canadian
musicians who have been in the
year 1581. The probability is that
they were even at that time,
so heathens are handed down by
Indian musicians from generation
to generation.

"GOOD?"

Infinitely finer flavor
you'll say they're perfect

ALE BEER STOUT

The more you demand in a
malt beverage the quicker
you sense the superiority
of these healthful and ap-
petizing products of Alber-
ta's five great breweries.

"GOOD?"

you'll know they're
better the minute
you taste them

BREWED IN ALBERTA

Phone Your Warehouse
BIG HORN BREWING CO., LTD.
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LETHBRIDGE BREWERIES, LTD.
NEW EDMONTON BREWERIES, LTD.
NORTH WEST BREWING CO., LTD.

Served at Hotels
and Clubs of Repute

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You Will Want
The Best

Let your car be the judge

\$92.00 up to \$1600.00

FEDERAL and MARCONI

Nowhere will you find so
much enjoyment for so little

H. G. BATES, - Gleichen

ON SALE
EVERYWHERE



**Calgary Sparkling Dry
Ginger Ale**

Snap the Cap and watch it rush
Froaming into the Long Tumbler
IT'S THE WATER

Specially Prepared
**CALGARY BREWING
AND
MALTING CO. LTD.**

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GEO. MOSS, Senior, HOUSEHOLD TRADE
DISTRIBUTORS LTD.

More cups to the pound, more flavor in the cup, more tang to the taste. That's what makes Red Rose Tea so popular. Every package guaranteed.

RED ROSE TEA

"is good tea"
RED ROSE ORANGE PEKOE is extra good
In the best package—Clean, bright aluminum

About Ourselves

Scanning the pages of a little farm machinery magazine the other day, the attention of the writer of this column was drawn to a short article headed "About Ourselves," and, like everybody else, being interested in himself, he proceeded to read it. It appealed to him as so human so absolutely true, so worth-while, that he decided to pass it on to the readers of this paper and thus give still wider circulation to a message which all would do well to heed. Here is the article:

"We all want the things that we think will make us happy. We want to own things, to know about things, to go places, to do things, to work out ideas, to win the esteem and respect and affection of folks.

The bigger our wants, the more chances we have of being worth while. The person who cares for nothing amounts to nothing. We begin wanting the day we are born. When we quit wanting, we'll be dead. If we don't want anything, we are hopeless.

If we don't think about our wants, we let little desires crowd out the really big, worth while desires. "I didn't think," is the excuse most often given for acting foolishly, recklessly, dangerously, selfishly. Unnecessary accidents and needless griefs follow. Thinking clears the way for restful action. If we don't think, we are reckless and selfish.

In order to make our feelings and thoughts count, we must do something. The more times we get good thoughts backed by strong feelings and do nothing, the worse off we are. Doing things tests our thinking and our feeling—enables us to do clearer thinking and work out happier things the next time. If we won't work, we are helpless.

A slight change in attitude may make a great change in life; the light of a new idea may point the way to the successful working out of a problem; even when things seem wrong and we can't see clearly, starting to do something may clear the way.

What we feel, what we think, and what we do make us what we are. That's the message. Read it over again. Then, once again, read the last line: "What we feel, what we think, and what we do, we are."

Now read the first sentence again: "We all want the things that we think will make us happy."

This article is about ourselves. It is a sort of heart to heart talk, a kind of personal stock-taking at the beginning of a new year. So, let us ask ourselves some pointed questions.

Granted we want to be happy, were we ever happy while thinking mean, uncharitable thoughts about somebody else? Rather, have not our happier moods been those when kindly thoughts of others occupied our minds?

We will find happiness in the esteem, respect and affection of others. There are few of us but desire to be popular. But can we command these things, or do we deserve them, if, on our part, we are entertaining feelings of contempt and hatred for those around us?

We find joy in doing things, but can we expect to accomplish much if we are arrogant in our attitude towards others, if we insist upon always having our own way, if we are intolerant of the views and opinions and convictions of those with whom we are called upon to work?

A person who is always suspicious of others soon becomes the object of general suspicion. Thinking mean thoughts, cultivating uncharitable feelings, doing unworthy things, may or may not hurt those against whom they are directed, but they most assuredly do hurt the one who indulges in them. They affect his or her whole character. Persisted in they will even leave their indelible mark upon the countenance with the result that the ugly inner life will be like an open book that all others may read—and shame.

The happiness so much desired is not to be found that way; rather it is the death of all happiness.

Remember: "What we feel, what we think, and what we do we are."

Reading Good Books

Means Getting Acquainted With People Best Worth Knowing

To read good books—and by good books I mean books that will give you pleasure in the reading, stimulate thought, and help you to understand the world and humanity better than you did before you read them—to read such books is to mix with people whose thoughts and actions have led mankind down the ages. The whole world of reality, the dream world of romance—both are yours for the taking, if you will only cultivate a taste for reading. To read good books is to understand yourself better, to realize your responsibilities as a member of hu-

man society more completely through a better understanding of your fellow men. None of us, I suspect, ever attains the end of wisdom, which is to know yourself completely. But the pursuit of that end is about the only pursuit that gives humanity a genuinely and permanently interesting run for its money.

State Document Found

Its Disappearance Caused Many Law Suits In U.S.

In a rubbish heap at Hounslow, a suburb of London, a workman is reported to have discovered an important state document, which has been missing since Gen. Cornwallis' evacuation of New York City on New Year's Eve, 1779.

Disappearance of the document is said to have been the cause of many law suits in the United States involving millions of dollars. It records a Crown grant by George III, with the assent of the Privy Council, on April 14, 1769, to a man named Daniel Coxe, of several thousand acres of land on the south side of the Mohawk River, and several other grants in New Jersey and Carolina.

The document consists of four sheets of script on vellum, to which the Royal Seal is attached, and is in an excellent state of preservation.

Expert Advice

Some one notes that a generous supply of advice on care of children always is available and most of it is prepared by women whose names appear in print preceded by four letters, Miss.

Small Boy—"Daddy, what do you call a man who drives a car?"
Father—"It depends on how close he comes to me."

Hockey players use Minard's Liniment.

Help British Unemployed

Canadian Fund Opened By a Toronto Newspaper For Relief Of Miners

An indication of the interest which has been aroused in Canada of the plight of the British unemployed, particularly the miners and their families, is given by the response to a fund for their relief, opened by a Toronto newspaper. The fund, the first of its kind opened in Toronto has received the endorsement of Hon. D. D. Ross, lieutenant-governor of the province, and leaders in every section of the industrial, political and religious life of the city.

INFLUENZA'S VICTIMS

Left Weak, Miserable and a Prey To Disease In Many Forms

One of the most treacherous diseases afflicting the people of Canada during the winter months is influenza. It almost invariably ends with a complication of troubles. Its victims suffer with alternate fevers and chills, headaches and backaches. It leaves them an easy prey to bronchitis and pneumonia. Indeed, the deadly after effects of influenza may leave the victim a chronic invalid. You can avoid influenza entirely by keeping the blood rich and red by the use of Dr. Williams' Pink Pills. If you have not done this and the disease attacks you, you can banish its deadly after effects through the use of this great blood-building, nerve-restoring tonic.

Here is proof of the power of Dr. Williams' Pink Pills over this trouble. Mr. F. H. McMullen, Belleville, Ont., says: "Some years ago, following a severe attack of influenza, I was left in such a weak condition that my friends thought I would not get better. I developed nervous indigestion, and my blood got thin and watery. In this weakened condition I began the use of Dr. Williams' Pink Pills, and these did what other medicine had failed to do—brought me back to health and strength. I can honestly say I think them the best blood builder and nerve tonic known, and I shall always praise them."

You can get the pills from your druggist, or by mail at 50 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

Soviets Plan Subway

Samuel R. Rosoff, subway contractor, has confirmed reports that Russian Soviet Government is planning construction of a subway and waterworks to cost about \$155,000,000 for the city of Moscow, and which may be built and financed by Americans.

Your Home Medicine Chest.

Among the standard household remedies that should always be on hand in your home medicine chest, none is more important than Dr. Thomas' Electric Oil. Its manifold usefulness in relieving pain and healing sickness is known by many thousands throughout the land. Always use Dr. Thomas' Electric Oil for relieving rheumatic and sciatic pains, treating sore throats and chests, coughs, burns, scalds, cuts, bruises and sprains.

Science can explain almost everything except why the static is always much stronger when the radio is being shown off to visitors.

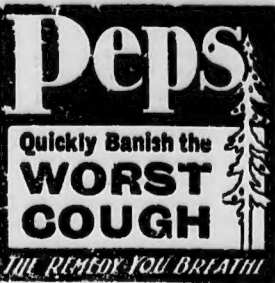
It May Be Urgent



When your Children Cry for It

Castoria is a comfort when Baby is fretful. No sooner taken than the little one is at ease. If restless, a few drops soon bring contentment. No harm done, for Castoria is a baby remedy, meant for babies. Perfectly safe to give the youngest infant; you have the doctors' word for that! It is a vegetable product and you could use it every day. But it's in an emergency that Castoria means most. Some night when constipation must be relieved—or colic pains—or other suffering. Never be without it; some mothers keep an extra bottle, unopened, to make sure there will always be Castoria in the house. It is effective for older children, too; read the book that comes with it.

Fletcher's CASTORIA



Baron Munchausen

Never Told These

Inquiring Guests Add To Wonders Of Jasper Park

"The Equator," said the youngster, writing his examinations, "is a menagerie lion running around the earth." Schoolboy howlers are always rich in humor. But the howlers are not always made by school-boys.

Last summer a lady came up to the transportation desk in Jasper Park Lodge to inquire about the motor trip to Mount Edith Cavell and the Angel Glacier. She was very anxious to miss nothing of the wonders of the mountains. "When," she asked, "does the Glacier spout?"

Then there was the lady who thought that the Lodge would be very pretty when it was finished, when the walls were plastered and kalsomined. That the great peeled logs, well chinked and cunningly fitted together, were meant to be as they were, never entered her consciousness. She knew nothing of the beauty of mountain architecture.

The prize, however, goes to the lady who was discussing the wild life of the park with one of the wardens. "The goats and the sheep are the same species, are they not?" she asked innocently. "Which are the males?"

"Oh, the goats, madam," said the warden, without batting an eyelash.

Progress In Aviation

Over 300 Airplanes Now Operating In Canada

On January 1, 1929, there were 333 aeroplanes in operation, or more than three times the total a year ago, according to a survey of Canada made by the bureau of statistics.

There are at present 44 air harbors in Canada, as compared with 25 last year. Licenses held by commercial pilots at the first of the year numbered 190, nearly five times the number on the comparative date. Activity in the north has been largely responsible for the rapid progress in aviation.

Miller's Worm Powders attack worms in the stomach and intestines at once, and no worm can come in contact with them and live. They also correct the unhealthy conditions in the digestive organs that invite and encourage worms, setting up reactions that are most beneficial to the growth of the child. They have attested their power in hundreds of cases and at all times are thoroughly trustworthy.

Not Worrying Over Finance

Hon. J. A. Robb Says Conditions Pretty Good In Canada

"I consider that things are pretty good in the Dominion," Hon. J. A. Robb, Dominion minister of finance, said during a visit to Toronto recently.

The only disturbing factor is that I am not sure there has not been a little too much speculation on the stock market, but happily Canada has not gone to the limit like they have in some other countries in this respect."

Mr. Robb was asked concerning Dominion finances and replied that he was not worrying and did not anticipate a deficit.

The Family Physician.—The good doctor is always worth his fee. But it is not always possible to get a doctor just when you want him. In such cases, common sense suggests the use of reliable home remedies, such as Dr. Thomas' Electric Oil, which is wonderfully effective in easing inflammatory pains and healing cuts, scratches, bruises and sprains. The presence of this remedy in the family medicine chest saves many a fee.

"We stand back of every auto we sell," says an ad. Fine! The front is the dangerous end.

No child should be allowed to suffer an hour from worms when prompt relief can be got in a simple but strong remedy—Mother Graves' Worm Exterminator.

Graceville, Fla., annually ships more watermelons than any other point in the world.

For frostbite use Minard's Liniment.

It is said sharks do not attack humans. Then as far as we are concerned, there will be no fight.

Wool Returns Much Higher

Last Year's Final Payment To B.C. Sheepmen Totalled \$53,000

Between 500 and 600 sheepmen throughout British Columbia received a worth-while Christmas present a week before the festive season when the final payment was made on the 1928 wool clip by the British Columbia Wool Growers' Association. This final payment represented a total of \$53,000. The total amount paid out for the year's clip was \$109,587, payment being made at 31.88 cents per pound, as compared with 24.9 cents last year, an increase of 28 per cent. The 1928 wool shipments by the provincial association to the Canadian Co-operative Wool Growers' Ltd., at Weston, Ont., were 343,749 lbs., as compared with 205,500 lbs. in 1927, when the total amount paid out was only \$51,170.

Scarcity Of Seed Oats

Alberta Farmers Are Advised To Arrange For Necessary Supply Early In Season

Farmers throughout the province of Alberta are being advised by the provincial department of agriculture to make the necessary provision for securing the supply of oats for seed which they will require for their 1929 crop. The effects of frost in a number of districts are reflected in a reduction in the germinating quality of a great many of the oats threshed and in a number of cases, supplies of oats suitable for seed will have to be shipped in. Elevator companies have expressed their willingness to assist in the distribution of good seed, and farmers are advised to communicate with their local elevator agents as early as possible in order to obviate the possibility of a scarcity occurring during the seeding season.

Sore Corns Drop Off If You USE "Putnam's"

When you notice any sign of callosities on the feet or toes—that's the time to paint on a few drops of PUTNAM'S CORN EXTRACTOR. Do this, and you prevent corns. No matter if the corn is hard or soft. Let it be on top or between the toes. Putnam's will remove it without pain. Insist on PUTNAM'S CORN EXTRACTOR. It does the work—and roots out the corn, quickly and without pain.

Unity Gas Flow

A fairly heavy flow of gas has been encountered in the Unity No. 2 well, being drilled by the Citizen's Oil and Gas Company, Ltd. The fact that gas was encountered at a depth of more than 3,000 feet is said to be a good indication of striking oil shortly.

Corns cannot exist when Holloway's Corn Remover is applied to them, because it goes to the root and kills the growth.

Some men take good care of an automobile; others treat it like one of the family.



ASPIRIN

To break a cold harmlessly and in a hurry try an Aspirin tablet. And for headache. The action of Aspirin is very efficient, too, in cases of neuralgia, neuritis, even rheumatism and lumbago! And there's no after effect; doctors give Aspirin to children—often infants. Whenever there's pain, think of Aspirin. The genuine Aspirin has Bayer on the box and on every tablet. All druggists, with proven directions.

Physicians prescribe Aspirin; it does NOT affect the heart

Aspirin is the trade mark (registered in Canada) indicating Bayer Manufacture. While it is well known that Aspirin means Bayer manufacture, to assure the public against imitations, the Tablets will be stamped with their "Bayer Cross" trademark.

Gave Service Gratuitously

Colorado Doctor Labored For 25 Years Making No Charge For Medical Attention

Dr. B. A. Arbogast, the "hermit physician," of the rough, mountainous country west of Craig, Colorado, died of poverty recently, after a career devoted solely to gratuitous service of his fellow men.

For 25 years Dr. Arbogast has been the physician in a rugged cattle country, which embraced 100 square miles surrounding the little cabin where he lived alone. He ministered to the ills and hurts of cowboys, homesteaders, cattlemen—and made no charge for his services.

Don't Submit To Asthma. If you suffer without hope of bracing the chains which bind you do not put off another day the purchase of Dr. J. D. Kellogg's Remedy. A trial will drive away all doubt as to its efficiency. The sure relief that comes will convince you more than anything that can be written. When help is so sure, why suffer? This matchless remedy is sold by dealers everywhere.

Teacher—"Now, James, name America's greatest general."
James (the son of a broker)—"General Motors."

Practically Safe

Murderers have almost a 100 per cent. chance of escaping the electric chair if they commit crimes in Pittsburgh, the annual report of the homicide squad shows. During the past year thirty-five alleged slayers in fifty-one crimes were apprehended, but not a single one has received capital punishment.

HOCKEY PLAYERS.

Use Minard's to overcome stiffness. The very thing for hurt muscles or ligaments.



Safety First

Young Wife: "I am going to cook the dinner myself today, dear. What would you like?"

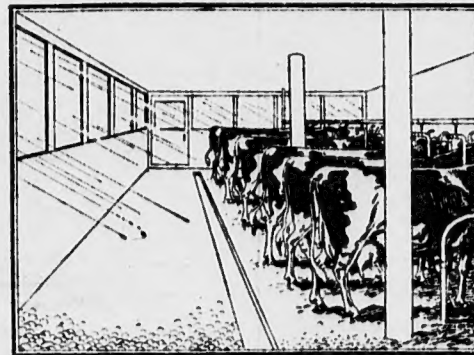
He: "Er—cold beef and pickles, please, darling."

English history is a masterpiece of absentmindedness.

WINDOLITE The Improved Glass Substitute

MADE IN ENGLAND

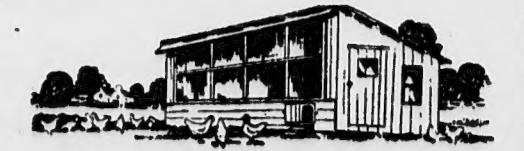
COMES WITH A MESSAGE OF HEALTH



WINDOLITE stands for 100 per cent. sunlight. It makes light but strong windows for cattle sheds, dairy stables, poultry houses, brooders and all out buildings. It is economical, unbreakable, flexible and is easy to cut and fit. It is now being successfully used for sunrooms, verandahs, schools, factories, hospitals, sanitariums, hot beds, plant coverings and greenhouses. It keeps out cold—will not crack or chip—cuts with an ordinary pair of scissors and is easy to fit. WINDOLITE is supplied in rolls any length but in one width of 36 inches only. A square yard of WINDOLITE weighs about 14 ozs., while a square yard of glass of ordinary thickness, weighs about 135 to 150 ozs. The improved WINDOLITE requires no varnish. WINDOLITE is made in England.

Price \$1.50 Per Square Yard, f.o.b., Toronto.

Use WINDOLITE and let YOUR PLANTS YOUR CHICKENS YOUR CATTLE Bask in 100 % Sunlight Send for booklet "WINDOLITE"



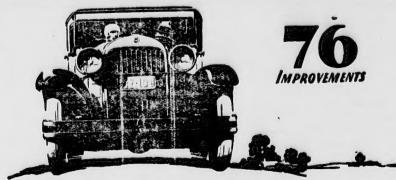
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ITCHY ECZEMA ON BABY'S FACE

Broke Out in Watery Pimples. Cuticura Healed.

"Eczema broke out in watery pimples on my baby's face. It itched and burned so badly that she scratched, and her face was covered with sore eruptions. When she scratched the eruptions they used to bleed something dreadful. She used to fret and stay awake nights. It caused discomfort for a while. I sent for a free sample of Cuticura Soap and Ointment and after using it I purchased two cakes of Cuticura Soap and two boxes of Cuticura Ointment, and in five weeks she was completely healed." (Signed) Mrs. Clifford Fanny, Westfield, N. S.

Give Cuticura Soap and Ointment the cure of your skin. Sample Free by Mail. Address: Canadian Agents: "The Gleichen Call," Gleichen, Alberta. Price, Soap 25c, Ointment 25c and 50c. Talisman 25c. Cuticura Shaving Stick 25c.



ESSEX THE CHALLENGER

NOW READY and bids 1,000,000
Super-Six Owners to pit it against all
that motordom has to offer.

24% Greater power—Over 70 miles an hour—Hydraulic shock absorbers all around—Effective double action four-wheel brakes, the efficiency of which is not affected by water or mud and which permit positive car control by the slightest foot pressure—Larger, roomier bodies—Seats easily adjustable to comfortable driving position—Electric gas and oil gauge—Instant starting regardless of weather—New radiator, with shutters, of course—All bright parts chromium-plated—New easier steering—Greater economy in fuel and oil.

IN FAST GET-AWAY—no car is excepted. IN SPEED—anything the road offers up to 70 miles an hour. IN HILL CLIMBING—against any car you choose. IN APPEARANCE—much it for seawe-ness with costlier cars. IN EASE OF DRIVING—note smoothness of motor—ease of steering—roadability and effective-ness of brakes. IN ENDURANCE—60 miles an hour all day long without strain.

\$840

F.O.B. Windsor, Taxes Extra
Standard Equipment includes: 4
brakes, shock absorbers—electric gas
and oil gauge—radio—electric
seats—chrome—chrome-plated
on steering wheel—starter
on dash—oil bright parts
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Cochs \$840 2-Pass. Coupe \$840; Phaeton \$840; Coupe with rumble seat \$875; Standard Sedan \$940; Tourer
Sedan \$1135; Roadster \$1145; Convertible Coupe \$1160

A BIG FINE SUPER-SIX

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A Real Going Concern

480 acres with 300 broken, 100 summer-fallow, all fenced and cross fenced. Fair buildings with running water in house and corral and also through the property. 15 good work horses, 2 cows, 2 pigs, 25 chickens, all kind of farm machinery including Binder (nearly new) wagons, packer, cultivator, harrows, grain boxes, platform scales, in fact a full line of farm machinery, and grain for the year. This property is situated in the High River district which is recognized as one of the safest farm districts in Alberta. The owner of this property is old and intends to retire. Price \$30,000 per acre. A Hudson Bay three quarter section close to the property, all fenced with good springs, might be leased for grazing.

S. W. GILFOY & Co., Ltd.

M9907

212-7th Avenue West, Calgary, Alberta. M2717

Town and District News

Gleichen plays at Arrowwood tomorrow—Thursday.

The next real big show is "The Big Parade," coming Feb. 15th.

Mrs. J. Davey of Chiny is reported very ill in a Calgary hospital.

The only thing lacking at the Calgary Old-Timers' annual ball was Art Bremner's orchestra. For old-time music Art has them all beat.

Since Sundays show it has been getting colder each day until Wednesday morning 32 below was reached, but Old Sol is strong on the job as we go to press.

Dr. A. W. Howles writes the CALL from Chicago stating that he expects to return to Gleichen about the first of March and in the mean time will remain in Chicago and latter will be the Mayo clinic for a time.

W. P. Duran in a letter written at Seattle to the CALL, states he and his good wife are enjoying their trip and were leaving for the south by motor bus. He said that they had not seen the sun in about a week.

Relative and friends of Theodore Corbitt, who has been in the hospital for the past three months, with blood poisoning in his right leg, and with inflammation of the veins in the right arm, were at his bedside on his back home Sunday. He is now getting on his feet. Mrs. Corbitt has also been in bed with blood poison in the arm, but she is now on the road to recovery.

Friday afternoon Nankas was practically wiped out by fire, the general store, hotel and two dwelling houses were completely destroyed, and some of the contents. It originated in May- Mike Brown's residence, who had left that morning for Queensdown Old-Timers' dance. Gleichen was about to send chemical engine up to assist when a brand was given that could be accomplished, thereby.

Last Friday evening a large gathering of friends surprised Mr. Archie Blais and Miss Mary Desmet with a shower given at the home of Mr. Blais. Many and beautiful were the presents received by the young couple.

There were about 75 guests present. What was played the early part of the evening and at midnight a beautiful lunch was served. After supper music and singing was indulged in until 11:00 p.m. of the morning. The party broke up with cheers and good wishes for the young couple.

CARD OF THANKS

We wish to thank our many friends and neighbors for the lovely gifts, the were given us at the shower given at the home of Mr. Blais on Jan. 15th. May DESMET. ARCHIE BLAIS.

home. But the timeless life soon loses its appeal. Remorse comes to the rescue just in time to save the hero for his wife and a tragedy. Sharon Lynn, as Charlie's secretary, and Arthur Stone, as the man who contributed most to the husband's delinquency, both have convincing roles. Others in supporting parts are A. Allan Warner, Ernest Hilliard, Ernest Wood and Marshall (Baby) Both.

Raymond Cannon directs the story for Fox Films. The continuity was prepared by Charles R. Condon, and the screen story by Andrew Benjamin

RED WINE

"Red Wine," opens at the Community Hall Saturday, while primarily a whimsical yarn of life and heart interest—is relieved of its solemnity by a golden thread of farical humor running through the story.

The story action consists of a character story of Charlie Cook (Conrad Nagel), a man of middle age—a pillar of the community—yet and because he has forgotten how to play.

Irritated by the jokes of his clubmates, Charlie decides to throw off the yoke of conventionality and become "one of the boys," enjoying life to the fullest. His first step is to tie himself out like a fashion plate, then find the "wise, woman and song."

He fits all three, in spite of the fact that he has an incomparably charming wife (June Callery) as

AUCTION SALE

AT Wm. ROBERTSON'S LIVELY BARN

AT CLUNY

FRIDAY, JAN. 25

CARLOAD OF

MILK COWS

Some Fresh NOW and others will be Fresh by Date of Sale.

ROY M. ALLEN,

— AUCTIONEER

ARE YOUR STOCKS GOOD?

Let us know what oil or mining stocks you possess. They may be worth trading! We will advise you regarding any of your holdings. Correspondence confidential.

Direct Private wire connection with Toronto. We believe we give better Service. Calgary and Vancouver Exchanges.

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ANNOUNCEMENT

We take pleasure in announcing that we have been instructed by "Fashion Craft Mfrs." to allow our Customers and Friends, a

20% Discount

on all Special Suit and Overcoat Orders.

Taken during January

If in need of a suit or overcoat, it will certainly pay you to take advantage of the opportunity.

Our Range of Special Order Suits run from \$29.50 Up. A 20% reduction means that you get a "Made-to-Measure" "Fashion-Craft" Suit From

\$23.60 up

R. A. BROWN, - Gleichen

MEN'S and BOY'S OUTFITTER

MISCELLANEOUS

Notice under this heading 15 words or under 20c. first insertion and 25c. each subsequent insertion 3 weeks \$1.00. Over 15 words one cent per word for each insertion.

When any brands have to be cut a charge of 50c. will be made. In order to insure publication CASH MUST accompany each insertion.

FOUND—1916 War Service Badge. Owner Apply at Call Office and give number.

FOUND—Gentleman's Silk Scarf. 'only Call Office.

FOR SALE—Dining room table and buffet. Apply Gleichen Hotel, 242

FOR RENT—Rooms by day, week or month. Apply Gleichen Hotel, 242

ANTED—To rent half or three quarters section of land with building. Phone 141 Gleichen 242

OR SALE—At bargain price \$1500—Manning piano, walnut finish, 42

OR SALE—Carload of Springer 1/4 Cows at the Cluny Feed Barn. These cows are all due to spring, 9 March 1st. All young Cows. Apply to J. H. Callan, Chiny, 42

LADY CHICKS—Canada's Best—lay 100 per cent Alive Guaranteed. sending Certificates sent with chicks. Ross, Red, Leghorns, Jersey, Wyandottes, Orpingtons. Discount for orders received by February 28. Free Catalogue. Alex. Taylor's Hatchery, 262 Furby St. Winnipeg, Man. 40

CORRESPONDENCE

The Call does not hold itself responsible for the opinions of correspondents.)

Editorial Call—

Nearing the annual school meeting and election of trustees may I ask that it is wrong with the school but it is wronging out or the one who rings it. The children come marching home at any hour for dinner and it is my opinion that if teachers want the children at school promptly on time they should be just as prompt in letting them out. Besides it spoils their meal and upsets household arrangements.

Also why cannot monthly reports be published in the Call as is general throughout Alberta? Will not the teachers supply the reports or does the Call refuse to publish them? I do not remember reading a single report of school meetings during the past year. Are no meetings held and what do they pay a secretary for if he cannot keep us informed?

I am getting old, but think these are reasonable questions to ask at the meeting as I cannot be present myself.

MOTHER.

Go to think of it, one of the joys of going away is the joy we find in coming back and finding the old institutions going on.

SERVICE

That's our middle name whether you want gasoline, kerosene, distillate, oil or hauling done, just give us a ring and see how quickly we respond. Even during the harvest rush we are prepared in stock and truck facilities to handle our business 100 per cent satisfactory to our customers.

R. S. McQueen

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Res. 80

Agent for Imperial Oil Co. Ltd.

Phone 129

STARR SKATES

Over One Hundred and Fifty Thousand Pair of Starr Skates were sold during the 1926-1927 Season.

This is the Best evidence of these well known Skates

Shin Guards
Knee Guards
Ankle Supports
Hockey Shoes
Hockey Sticks
Pucks

GLEICHEN HARDWARE

GLEICHEN Phone 77 CLUNY Phone 10

CASH DISCOUNT BONDS

Issued and Accepted

LOOK AT YOUR LABEL

The Call mailing lists have been corrected up to Jan. 15th. Look at your label and see if you are paid up. If not we would appreciate an early remittance.

If any errors have occurred please notify this office at once so that the mistake can be rectified. A late remittance is a "trade trick" being a machine, it may work.